

News Release

For immediate release

Three Asia media industry leaders join Singapore Media Festival Advisory Board

Singapore, 11/06/2015 – The Media Development Authority (MDA) welcomed three new members to the Singapore Media Festival (SMF) Advisory Board. They are:

- Irene Ang, Founder and Chief Executive Officer of FLY Entertainment
- Clara Cheo, Chief Executive Officer of Golden Village
- Ryan Lim, Principal Consultant and Founding Partner of QED Consulting

The SMF is one of the region's premier film and TV events. It comprises the Singapore International Film Festival, Asian TV Forum & Market (ATF), ScreenSingapore and the Asian Television Awards. The Board, which consists of corporate leaders and distinguished members of the international media industry, helps chart the strategic direction for the SMF.

"I would like to extend a warm welcome to Ms Irene Ang, Ms Clara Cheo and Mr Ryan Lim to the SMF Advisory Board. They add a wealth of experience across digital communications as well as film & TV entertainment businesses. I am confident that they will provide deep insights into the Asian media industry that will be incredibly valuable to take the SMF to even greater heights," said Robert Gilby, Chairman of the Singapore Media Festival Advisory Board and Managing Director of The Walt Disney Company (SEA).

The annual SMF, which runs from 26 November to 6 December this year, is hosted by the MDA and organised by Reed Exhibitions, Contineo Media and SGIFF Ltd. For more details of the Singapore Media Festival, please go to: www.sgmediafestival.com

Refer to Annex for more information on the members of the SMF advisory board.

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About Media Development Authority of Singapore (MDA)

The Media Development Authority of Singapore (www.mda.gov.sg) promotes the growth of globally competitive film, television, radio, publishing, games, animation and interactive digital media industries. It also regulates the media sector to safeguard the interests of consumers, and promotes a connected society. MDA is a statutory board under the Ministry of Communications and Information (www.mci.gov.sg).

About SMF

The Singapore Media Festival, hosted by Media Development Authority is set to become one of Asia's leading international media events, where the industry meets to discover the latest trends, talent and content in Asia for Film and TV. It brings together established media events – Singapore International Film Festival (SGIFF), Asia TV Forum & Market (ATF) and ScreenSingapore (SS) and Asian Television Awards, which will take place from 26 November to 6 December 2015.

Annex

Singapore Media Festival's Advisory Board members

	Name	Designation	Company
Chairman			
1.	Robert Gilby	Managing Director	The Walt Disney Company (SEA)
Deputy Chairman			
2.	Angeline Poh	Assistant Chief Executive Officer (Industry Group)	Media Development Authority Singapore
Members			
3.	Irene Ang	Founder and Chief Executive Officer	Fly Entertainment Pte Ltd
4.	Calvin Cheng	Founding Director	Lumina Looque International
5.	Clara Cheo	Chief Executive Officer	Golden Village
6.	Shanty Harmayn	Chief Executive Officer	Salto Films
7.	Ryan Lim	Founder and Principal Consultant	QED Consulting
8.	Man Shu Sum	Associate Director of Academy of Film	Hong Kong Baptist University
		Chief of Jury	Asian Television Awards
9.	Steve Ransohoff	Co-President	Film Finances Inc.
10.	Nansun Shi	Chairman	Distribution Workshop
		Executive Director	Film Workshop Co. Ltd.
11.	Jonathan Spink	Chief Executive Officer	HBO Asia

Profiles of new Singapore Media Festival advisory board members



Ms Irene Ang
Founder and Chief Executive Officer
Fly Entertainment Pte Ltd

As Founder and Chief Executive Officer (CEO) of Singapore's first and reputed to be the largest artiste management agency, FLY Entertainment Pte Ltd, Irene Ang has proven herself to be a versatile and astute leader with over 20 years of business and entertainment experience. Besides her landmark acting as Singapore's well-loved tai tai, Rosie Phua in Phua Chu Kang, she is also a motivational speaker and stand-up comedian. In 2011, she also set up FLY's subsidiary company, A.I. Pictures and served as the Executive Producer for its first feature film, Perfect Rivals.

Irene was nominated as Ernst & Young Entrepreneur of the Year and named Top 25 Most Powerful Businesswomen of 2008 by The Executive Magazine. In the following year, she was made Board Member of the National Heritage Board, to be involved in various heritage and cultural projects in Singapore. For her contribution to the arts and media industry in Singapore, Irene won the 'Greatest Women of Our Time 2010' by Singapore Women's Weekly Magazine. Since 2010, Irene has also been on the board of The International Academy of Television Arts and Science, making her the first Singaporean actress in history as a member of the jury and to join the elite group of international media personalities. For her contribution to the film industry in Singapore, Irene was awarded the Outstanding Achievement Award (Movies) at the Singapore Entertainment Awards 2011, organised by Singapore Press Holdings.

As a mentor who believes in sharing her knowledge, Irene has mentored others by being part of the board of the Action Community for Entrepreneurship (ACE) which devotes time helping aspiring entrepreneurs. She is also the Artistic Advisory Board Member at Singapore Armed Forces Music and Drama Company (MDC), and has contributed her time to social causes by lending her voice as an ambassador to various social campaigns.



Ms Clara Cheo

Chief Executive Officer
Golden Village

Taking over the reign of Chief Executive Officer (CEO) since March 2013, Clara Cheo has served more than 19 years with Singapore's largest cinema exhibitor, Golden Village. Known to be the epitome of dedication and hard work, Clara rose through the ranks to get to where she stands today.

Clara joined the Golden Village team in 1996 as an Exhibition and Corporate Accounting Manager; she was later promoted to Financial Controller before taking the helm as Chief Financial Officer in 2010. Her years with Golden Village from an employee to a member of management have well equipped her with the dynamics of the business.

Clara was part of the team that first introduced the differential ticket pricing model to the local cinema industry. What started as a trial run in one of Golden Village's cinemas is now a model that is practiced and implemented across the industry till this very day.

Having been involved in the backend operations of the business, Clara has been instrumental in turning Golden Village into the market leader it is today. As CEO of Golden Village, there will be continuity in the execution of strategies to further Golden Village's growth in the industry. She truly believes that the spirit of innovation and customer engagement is what sets Golden Village apart from its competitors.

Clara pushes the envelope to ensure Golden Village consistently injects new and exciting product types - from theatre content and F&B offerings to a superior customer touch points and cutting edge cinema technology for an enhanced movie experience, whilst providing the best value for entertainment.



Mr Ryan Lim

Principal Consultant and Founding Partner
QED Consulting

Ryan Lim is the Principal Consultant and Founding Partner of QED Consulting. He has worked more than 15 years as a digital marketer and is a pioneer in social media marketing. Ryan is an advisor and strategist to senior management teams of some of the world’s leading businesses and brands with his experience on digital marketing strategies, digital team structures, digital reputation management, digital marketing audits, social media crisis management and social media intelligence. He founded social media agency Blugrapes in 2006, and digital management consultancy firm QED Consulting in 2010. In 2014, he joined QED Consulting and led his firm to win Marketing Magazine's highly coveted and prestigious award as the local Agency Of The Year for Content Marketing in 2015. As an industry thought leader, he is constantly sought after by leading marketing publications and events to share his insights and opinions on digital marketing and social media that often shape the regional digital marketing industry.

Ryan is often invited to train marketing professionals on digital and social media. He has trained over 3,000 marketing professionals from Fortune 500 companies and government organisations across the ASEAN region. As course developer for leading tertiary institutions, Mr Lim often lectures at Singapore Management University, Singapore Institute of Management, Aventis School of Management and Ngee Ann Polytechnic. He is also a prolific speaker at key digital marketing industry conferences. On select occasions, he mentors business owners of emerging companies on their digital business and strategies.